



Article Information

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Research Article



A Comprehensive Methodology for Assessing the Business Reputation of Industrial and Production Personnel

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Annotation

The currently existing Russian and other legislation, as well as special literature, do not contain a methodology for the formation of the business reputation of the organization's personnel and as a result, there is no unambiguous perception of the business, professional qualities of personnel as an object of evaluation of the organization in the market system. Therefore, it is impossible to single out the share of the results of intellectual advantage in the goods and services produced.

This confirms the requirements formulated in paragraph 4 of Accounting Regulation 14/2007 «Accounting for intangible assets», which states that the intellectual and business qualities of the organization's personnel, their qualifications, and their ability to work are not included in the intangible assets (since they are inseparable from their carriers and cannot be used without them).

Meanwhile, the interests of the leading economically developed countries of the world lie in the field of accelerated growth of knowledge acquisition and application of professional skills. This trend of development of economically developed countries forms the basis of competitiveness and efficiency of their work.

It should be noted that in the world economy, there is insufficient theoretical elaboration and a special practical significance and relevance of the issue of assessing the business reputation of the personnel of an economic entity.

The article presents a comprehensive methodology for evaluating the performance of industrial and production personnel (the standard-production methodology), which contributes to the formation of accounting and information support for the analysis of the activities of both structural divisions, responsibility centers, business segments and commercial organizations as a whole. The author's standard-production methodology makes it possible to determine the business reputation of industrial and production personnel, which contradicts the official economic paradigm.

The problem of business valuation

After the translation into Russian of the bestseller «The Value of Companies: Evaluation and Management» by McKinsey partners, the ideas proposed by the authors have become actively discussed in Russia. For example, a few years ago, as the head of Lukoil Overseas, Andrey Kuzyaev bought up promising fields for LUKOIL in the Komi Republic, Uzbekistan, Kazakhstan, Azerbaijan, and Egypt. During this time, LUKOIL's capitalization has grown tenfold. The thesis of the priority of the task of maximizing value in the interests of shareholders has become dominant in global business circles and there has been a steady interest in the concept and methods of the cost approach to management.

The strategy of most companies at a certain stage of their development will necessarily focus on preparing for the sale of the business. At this point, the work on increasing the value of the company, identifying those indicators that will be used by potential buyers to assess this value, comes to the fore. The next obvious step is to focus the company's work on maximizing the values of these indicators.

Today, when companies enter the international stock market and attract large foreign investments, mergers, and acquisitions, the problem of managing the company's value is put at the forefront [1-4]. A number of companies are acquired for further resale, and the shareholder sets the management the main task: to increase



